

HOUSE RESOLUTION 170
By McCord

A RESOLUTION to recognize the week of May 10-18, 2003 as
National Tourism Week in Tennessee.

WHEREAS, tourists and travelers spent over \$10.4 billion in Tennessee during the year 2000, generating over \$1.5 billion in revenue for the federal government, over \$555 million in state tax revenue and over \$305 million in sales and property tax revenue for municipal governments; and

WHEREAS, the borders of Tennessee are within a day's drive of two-thirds (2/3) of the nation's population; last year, 38.7 million visitors came to or went through Tennessee; and

WHEREAS, tourism is presently the second largest employer in the State, and, due to the diversity of the industry from entry-level to mid- and upper-management positions, tourism will soon become the largest employer in the State; and

WHEREAS, tourism is a stable, lasting industry, not subject to relocation to another state or nation in search of larger profits; and

WHEREAS, last year, tourism and travel in Tennessee generated enough revenue to fund the education of over 200,000 children in the State, a number equal to the student populations of Blount, Davidson, Hamilton, Knox, Montgomery and Sevier counties; and

WHEREAS, the total annual budget of the Tennessee Department of Tourism, including Welcome Center operations, is approximately \$12 million; that figure is less than two and one-half percent (2.5%) of the tax revenues generated by tourism; and

WHEREAS, a drop in tourism of ten percent (10%) means a loss of over \$55 million in sales tax revenue; every dollar spent for promotion of tourism in Tennessee generates thirteen dollars in return, a significant return on investment; and

WHEREAS, the value of the tourism industry to this State is unquestioned, and its preservation and promotion is of great importance to Tennessee's economy; now, therefore,

BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE ONE HUNDRED THIRD GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, that we hereby recognize the week of Saturday, May 10 through Sunday, May 18 as National Tourism Week in Tennessee, thus marking the twentieth anniversary of such national observance.

BE IT FURTHER RESOLVED, that an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.